

AMENDMENTS TO THE SPECIFICATION

Please amend the specification as indicated below. These amendments do not add new matter to the disclosure since the subject matter included therein was included in the Provisional Applications from which priority is claimed, and may also be evidenced in the counterpart PCT Patent Application No. PCT/US03/08047.

(1) Please amend the following paragraphs on page 3 as follows:

Figure 4 is another label having a can-top advertisement;~~and~~

Figure 5 is yet another label having a can-top advertisement;~~;~~ and

Figure 6 illustrates the front and back of another can-top advertisement.

(2) Please add the following paragraph immediately before the last paragraph on page 8 of the original application:

--FIGURE 6 shows the front and back view of another can-top advertisement. Web identifier 600 surrounds the main advertising body, and unique identifiers 602 appear in the center portion of the advertisement. Unique identifier 604 can be entered when one visits the web site located at superspeedpromotion.com, in the manner described above. Design 606 can be found on the back of the label reference in items 600-604.--

AMENDMENTS TO THE CLAIMS

Below is the entire set of pending claims pursuant to 37 C.F.R. §1.121(c)(3)(i), with mark-ups showing the changes made in the present Preliminary Amendment:

1. (Currently amended) A method of promoting a web site using a product label ~~can-top advertisement~~, the method comprising:

placing an Internet address associated with an Internet site and available to the public on ~~a can-top~~ an advertisement displayed on a label;

placing a ~~first~~ unique identifier on the ~~can-top~~ advertisement;

~~distributing~~ shaping the ~~can-top advertisement~~ label for distribution on the top of a can;

presenting an Internet site to a user that navigates to the Internet address;

prompting the user to enter the ~~a-second~~ unique identifier on the Internet site; and

determining, by the entry of the unique identifier, the label as the source of the Internet address to the user ~~whether the second unique identifier is the same as the first unique identifier.~~

2. (Currently amended) A method of promoting a web site using a product label, the method comprising:

placing a unique Internet address associated with an Internet site on an advertisement displayed on a label;

shaping the label for distribution on a top of a can;

presenting the Internet site to a user who navigates to the Internet site using the unique Internet address;

recording the user's visit to the Internet site; and

determining, by the user's visit to the Internet site using the unique Internet address, the

label as the source of the unique Internet address to the user.

3. (New) A method according to claim 1, further comprising placing the Internet address and unique identifier on an unexposed face of the label when the label is positioned on the top of the can.
4. (New) A method according to claim 1, further comprising placing the unique identifier on a face of the label opposite the Internet address.
5. (New) A method according to claim 4, further comprising placing the unique identifier on an unexposed face of the label when the label is positioned on the top of the can.
6. (New) A method according to claim 1, wherein determining further comprises determining to someone other than the user the label is the source of the Internet address to the user.
7. (New) A method according to claim 6, wherein the user is unaware of the determining.
8. (New) A method according to claim 1, wherein presenting an Internet site to a user that navigates to the Internet address further comprises qualifying the user for a promotional contest.
9. (New) A method according to claim 1, wherein determining further comprises identifying a geographic location of the label.

10. (New) A method according to claim 2, further comprising placing the unique Internet address and advertisement on an unexposed face of the label when the label is positioned on the top of the can.
11. (New) A method according to claim 2, further comprising placing the unique Internet address on a face of the label opposite the advertisement.
12. (New) A method according to claim 11, further comprising placing the unique Internet address on an unexposed face of the label when the label is positioned on the top of the can.
13. (New) A method according to claim 2, wherein determining further comprises determining, by the user's visit to the Internet site using the unique Internet address, the label as the source of the unique Internet address to the user.
14. (New) A method according to claim 13, wherein the user is unaware of the determining.
15. (New) A method according to claim 2, wherein presenting the Internet site to a user who navigates to the Internet site using the unique Internet address further comprises qualifying the user for a promotional contest.
16. (New) A method according to claim 2, further comprising identifying a geographic location of the label from the determining.

REMARKS/ARGUMENTS

The present Divisional Application is a divisional of Parent Application Serial No. 10/317,259, filed December 11, 2002, and was originally filed with claims 1-2, which were withdrawn from the Parent Application pursuant to a Restriction Requirement. By this Preliminary Amendment, the Applicant amends claims 1-2 and adds claims 3-16. No claims have been canceled or withdrawn from the present Application. The Applicant asserts that the claim amendments, as well as the additional claims, are fully supported by the Application, as filed, and, as such, do not introduce new matter. Accordingly, claims 1-16 are now pending in the Application.

In addition, the Applicant is submitting with this Preliminary Amendment a proposed additional figure for the Application, Figure 6. Moreover, the Applicant has amended the specification to include reference to new Figure 6. The addition of Figure 6 or the amendments do not add new matter to the disclosure since the subject matter disclosed therein was included in the Provisional Applications from which priority is claimed, and may also be evidenced in the counterpart PCT Patent Application No. PCT/US03/08047.

CONCLUSION

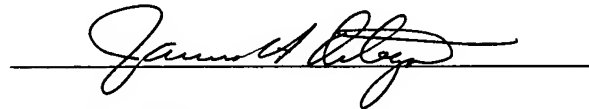
The Applicant respectfully submits that pending claims 1-16 are in condition for allowance, and, therefore, a Notice of Allowability of the pending claims is respectfully requested. The Examiner is requested to contact the undersigned Attorney of Record if such would expedite the prosecution of the present Application. Although no fee is believed to be due along with the filing of this Preliminary Amendment, if it is determined that additional fees are due, or any overpayment has been made, the Commissioner is hereby authorized to charge or

credit Deposit Account No. 13-0480 for any such fees or overpayment, referencing Attorney
Docket No. 24168067.17.

Respectfully submitted,

Date: October 7, 2003

BAKER & MCKENZIE
2300 Trammell Crow Center
2001 Ross Avenue
Dallas, TX 75201
Tel: (214) 978-3058
Fax: (214) 978-3099

A handwritten signature in cursive script, appearing to read "James H. Ortega", is written over a horizontal line.

James H. Ortega
Reg. No. 50,554
Attorney for Applicant

DALLIB1, 468988.1